ABSTRACT OF THE DISCLOSURE

A database stores map data including road network data and landmark data. A route search unit searches for a route from a departure point to a destination point from the road network data stored in the database. A road pattern analysis unit analyzes a route pattern of the route by referring to the road network data, and obtains road pattern data as the analysis result. A landmark selection area decision unit determines a landmark selection area for route guidance along the route based on the road network data and the road pattern data. A landmark selection unit selects landmark data included in the landmark selection area from said database. A route guidance information generation unit generates route guidance information of the route using the road pattern data and the landmark data selected by the landmark selection unit. presentation unit presents the route guidance information.